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CENTRAL FAX CENTER****APR 24 2007**

REMARKS

This amendment is being filed in response to the Office Action dated January 24, 2007. For the following reasons, this application should be considered in condition for allowance and the case passed to issue.

Claims 1-30 were rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter regarded as the invention. This rejection is hereby traversed and reconsideration and withdrawal thereof are respectfully requested.

The Examiner stated that in Applicant's specification, Applicant recites that the destination address is "memorized" (i.e., stored) as the individual e-mail address. It was unclear to the Examiner how the individual email address of the customer is also the destination address of subsequent electronic messages by the customer. It is respectfully submitted that this lack of understanding of how the individual e-mail address of the customer is also the destination address of subsequent electronic messages by the customer affects both the rejection under 35 U.S.C. §112, as well as the art rejection.

In particular, as discussed at page 5, paragraphs [0023] and [0024], the company, such as a car company, receives a purchase email message from a customer to buy a car. The destination address of the purchase email message is a conventional standard e-mail address. At that time, the system stores the memory section to the customer address, which is an address that the customer sending the purchase email message. For example, the customer address may be jhankins@mwe.com and the destination address of the purchase message may be purchase@nissan.com.

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After receiving the purchase email message, the address creating section at the company creates a special individual address that will be used by the customer in subsequent email messages to the car company. In particular, the special individual address is used as the destination address by the customer should the customer decide to cancel the purchase of the car. That specially created address created in section 4 is stored in the memory. The customer is notified of this special individual address. This special individual address is entered as the sender's (the company's) address of the email message of the address notification. In other words, the special individual address that the customer is to use as a destination address in a subsequent email to the company to cancel a contract is the special individual address. It would appear to the user that the email message, providing a notification of the address, is being sent from the special individual address.

As an example, assume that a customer at jhankins@mwe.com sends a purchase email message to purchase@nissan.com in a purchase email message. When this is received at the car company, the register command section 3 stores, in the memory section 2, the customer address (jhankins@mwe.com) as the address of the customer in the purchase email message. What is sent back to the customer at jhankins@mwe.com is a message from the car company with a sending address of, for example, x2zy372@nissan.com. This email notification will be addressed to jhankins@mwe.com. The sending address is the special individual address that will be used subsequently by the customer who has contracted to buy a car if they want to cancel the purchase contract. It is used by the customer specifically to cancel the sales contract of the car by sending the cancel purchase request to that special individual address. This created special individual address is stored in memory section 2. This customer is notified of this special individual address by an email message sent to the customer (jhankins@mwe.com). The special

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individual address is entered as the sender address in the email message of the address notification. See [0024] at lines 25-27.

When the customer, jhankins@mwe.com, desires to cancel a contract for the purchase of a car, the customer merely needs to reply to the special individual address that was provided as the sending address of the email message of the address notification. In other words, to cancel a contract, the customer jhankins@mwe.com can reply to x2zy372@nissan.com, notifying the car company of the desire to cancel the purchase of the car. Since the special individual address has been provided only to the customer who ordered the car, a reply to that special individual address by the customer will provide the car company with the security to be assured that the cancellation of the contract is genuinely desired by the customer who orders the car.

Hence, it is respectfully submitted that the claims are clear in this aspect. For example, claim 1 recites that the customer information control system comprises an address assigning section configured to assign an individual email address to a customer, to receive an electronic message from the customer. It is this individual email address that is provided to the customer that the customer uses to send electronic messages to the customer information control system. When the customer sends a cancellation email message, the e-mail message will have a destination address. This destination address needs to be the same as the individual e-mail address that is stored in memory. The sending address of the customer remains the same at all times, such as jhankins@mwe.com. The customer is only told where to send the subsequent e-mail message by being provided this individual e-mail address. When the customer information control system receives the e-mail message that is sent to this individual e-mail address that has been previously provided to a customer, the customer information control system can be assured that the e-mail message is actually from the customer.

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For these reasons, it is respectfully submitted that independent claims 1, 14, 20 and 30 particularly point out and distinctly claim the subject matter regarded as the invention, in a manner that would be readily understood by those of ordinary skill in the art.

Further, claim 30 has been amended and should be considered not to omit essential steps amounting to a gap between the steps. These amendments interrelate the steps of the method to provide any structural cooperative relationship necessary to practice the invention.

For all of the above reasons, the rejection of claims 1-30 under 35 U.S.C. §112, second paragraph, should be reconsidered and withdrawn and such actions are courteously solicited.

Claims 1-4, 7, 14-15, 17-18, 20-23, and 26-30 were rejected under 35 U.S.C. §102(e) as being anticipated by Cockrill et al. (hereinafter "Cockrill"). Claims 5-6, 8, 12-13, 16, 24 and 25 were rejected under 35 U.S.C. §103(a) as being unpatentable over Cockrill in view of Almeida et al. (hereinafter "Almeida"). Claims 9-11 were rejected under 35 U.S.C. §103(a) as being unpatentable over Cockrill in view of Almeida and further in view of Morohashi et al. (hereinafter "Morohashi"). These rejections are hereby traversed and reconsideration and withdrawal are thereby respectfully requested. The following is a comparison of the present invention as claimed with the applied references.

The present invention has been discussed in detail above with respect to the rejection of the claims under 35 U.S.C. §112, second paragraph. As such, this description will not be repeated in detail.

In order to reject the claims of an application under 35 U.S.C. §102, each and every element or step must be identically disclosed in a single prior reference. It is respectfully submitted that Cockrill fails to meet this high burden. The individual email address in the present invention is entered as a sender address or a return address of an email message to notify

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the customer of the individual e-mail address in the illustrated examples. Therefore, the customer can readily send an electronic message (i.e., customer's second subsequent or further electronic message) to the special individual address by utilizing the feature of a reply message in the email software, without the need for inputting the individual address, see [0038]. Thus, an individual e-mail address is assigned to each customer, and each customer can send electronic messages having the individual e-mail address as the destination address by utilizing the function of reply message or by inputting the individual e-mail address in the destination address (not the sender address). It should be clear that the individual e-mail address is also the destination address of subsequent electronic messages from the customer.

Cockrill, U.S. Patent Application Publication 20030208442, relates to electronic commerce using a transaction network. In the system of Cockrill, the member identifier may be the user's email address, explained in paragraph [0068]. However, *the user's email address cannot be the destination address* of a subsequent e-mail message received from the customer or user. Using the example that was discussed above, the unique identifier in Cockrill would be jhankins@mwe.com, since this would be the user's email address. However, this user's email address cannot be the destination address of the subsequent e-mail message received from the customer or user. In other words, jhankins@mwe.com cannot be the destination address of the e-mail message sent by jhankins@mwe.com. The car company would never receive the email message from the customer if this were so.

With respect to claim 14, it was stated by the Examiner that the system authenticates the unique customer identifier to insure that the destination address of any subsequent communication sent to the customer from the system matches the individual email address that was memorized. However, in the present invention, the subsequent e-mail message is a message

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received by the system from the customer as defined in claim 14 and claim 1. Hence, the rejection based on Cockrill is premised on a misunderstanding of the present invention.

Moreover the destination address of a login is a web address or URL. The system of Cockrill never checks the other address or URL of a customer's login for authenticating the customer.

Since Cockrill fails to identically disclose each and every element or step of the claimed invention, reconsideration and withdrawal of the rejection of claims 1-4, 7, 14-15, 17-18, 20-23 and 26-30 under 35 U.S.C. §102(e) are respectfully requested.

Almeida may describe sending an email to a customer's address from a system's address, and the customer may send return email from the customer's address from the system's address. However, the system's address is not used to authenticate a customer, and there is no need for examining whether a destination address of the email from a customer address to the system address is in agreement with the system address. Neither does it overcome any of the deficiencies noted with respect to the Cockrill reference. Therefore, even if combined with Cockrill, the combination of Cockrill and Almeida fail to disclose or suggest the claimed embodiments of the present invention. The rejection of claims 5-6, 8, 12-13, 16, 24-25 under 35 U.S.C. §103(a) should therefore be reconsidered and withdrawn and such actions are courteously solicited.

Morohashi fails to overcome any of the deficiencies with respect to Cockrill and Almeida. Since claims 9-11 further depend from and limit the other claims as amended, claims 9-11 should also be considered allowable over the combination of Cockrill, Almeida and Morohashi references. Reconsideration and withdrawal of the rejection of claims 9-11 under 35 U.S.C. §103(a) are therefore respectfully requested.


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In light of the amendments and remarks above, this application should be considered in condition for allowance and the case passed to issue. If there are any questions regarding this amendment of the application in general, a telephone call to the undersigned would be appreciated to expedite the prosecution of the application.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 502624 and please credit any excess fees to such deposit account.

Respectfully submitted,

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